An Important Advance in Infant Feeding

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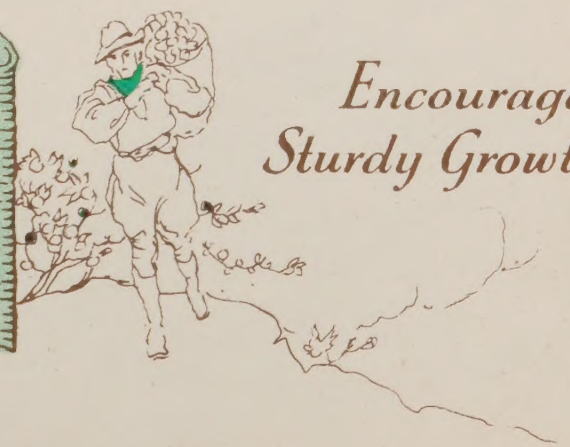
Veguva BRAND BABY FOODS

A new and complete system of Feeding from Birth

For some time past doctors and specialists in infant nutrition have agreed that baby's food should not consist of milk alone, but that, in addition, he should be given vegetables and fruit. To prepare such vegetables in the home, however, in a manner to suit baby's digestion, is not easy.

This difficulty has at last been overcome by the introduction of "VEGUVA" BABY FOODS. These baby foods provide milk *plus* vegetables and fruit. They constitute a *complete* diet from birth and ensure that baby will receive all the nutritive elements which scientists agree are necessary for sturdy growth. Moreover, the protective qualities of the vegetables and fruit contained in "Veguva" are a safeguard against rickets, anæmia and other diseases of infancy.

"Veguva" Baby Foods are issued by the makers of 'Ovaltine' after extensive scientific research, and represent the modern outlook in baby feeding



Encourages Sturdy Growth

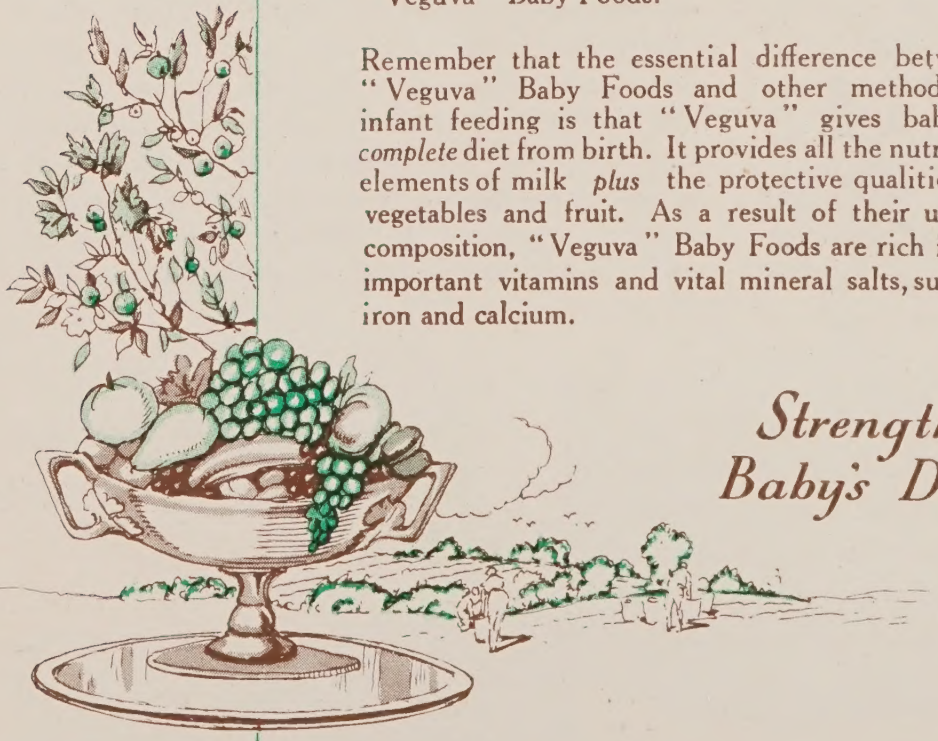
Veguva
BRAND

Based on Advanced Thought

The introduction of the "Veguva" System of Infant Feeding has been received with the keenest interest by medical specialists who recognise in "Veguva" the most important advance of recent years in infant foods.

It was evolved, after long research and investigation, by the scientific staff of the makers of 'Ovaltine.' You can, therefore, depend on the supreme quality of "Veguva" Baby Foods.

Remember that the essential difference between "Veguva" Baby Foods and other methods of infant feeding is that "Veguva" gives baby a *complete* diet from birth. It provides all the nutritive elements of milk *plus* the protective qualities of vegetables and fruit. As a result of their unique composition, "Veguva" Baby Foods are rich in the important vitamins and vital mineral salts, such as iron and calcium.



Strengthen Baby's Diet

Baby Foods

and Research in Infant Feeding

A very important point is the fact that "Veguva" can be introduced to baby at any age. The "Veguva" System is scientifically graded so that the child is educated, step by step, to digest solid food. Consequently, by the time the child is nine months old, he is ready to be placed on solid food, and none of the usual difficulties associated with weaning arise.

Further, "Veguva" is so modified that the curds formed in the infant's stomach are fine and easily digested, and not large and tough as is the case when cows milk is given alone.

It is impossible to over-estimate the importance of correct feeding in infancy. Physical and mental health all through life is directly affected by it. That is why you should adopt the "Veguva" System for *your* baby — and give him the best possible start in life.

"Veguva" is packed by methods which effectively conserve the product and prevent any deterioration.

Every Baby Loves it

Veguva
BRAND

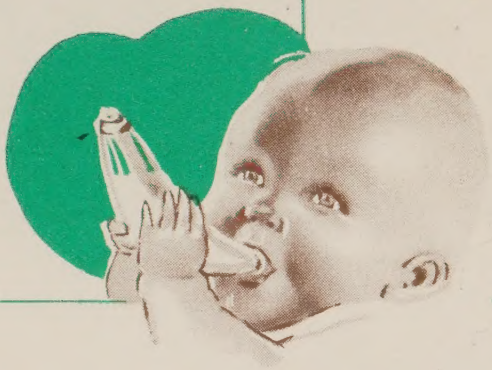
An Important Advance in Infant Feeding
Veguva
No. 1
FOR INFANTS FROM BIRTH
A MILK FOOD CONTAINING VEGETABLE & FRUIT JUICES

"Veguva" No. 1 is a complete and perfect food for infants from birth. Extensive clinical trials prove that it is acceptable to every baby. It consists of a basis of the finest cow's milk to which is added specially prepared vegetable and fruit juices. Obviously, "Veguva" No. 1 has definite advantages over all ordinary types of milk foods.

Directions for use:—Measure out the required quantity of "Veguva" No. 1 into a small basin. Add ½ tablespoonful of hot boiled water, and mix into a smooth paste ; add a further ½ tablespoonful of water and again mix thoroughly. Then gradually add the remainder of the hot water, stirring all the time, and if necessary pass through a fine sieve. Pour into the feeding bottle and feed when sufficiently cooled.

Buy a tin of Veguva to-day

No. 1



Quantities given at various ages

Age	Amount per bottle. Heaped Tea-spoonfuls	Hot boiled Water Table-spoonfuls	Bottles per day "Veguva" No. 1	Other Feeds
During 1st week	½	2	6	—
,, 2nd ,,	1 to 1½	3 to 4	6	—
,, 3rd ,,	1½ to 2	4 to 5	6	—
,, 4th ,,	2½ to 3	6 to 7	6	—
,, 2nd month	4 to 4½	10	5	—
,, 3rd ,,	5 to 5½	12	5	—
,, 4th ,,	6	13	2	Three "Veguva" No. 1 feeds replaced by "Veguva" No. 2.
,, 5th ,,	6	13	2	Three "Veguva" No. 1 feeds replaced by "Veguva" No. 2.
,, 6th ,,	6½	13	2	Three "Veguva" No. 1 feeds replaced by "Veguva" No. 2.
,, 7th ,,	6½	13	1	Three "Veguva" No. 1 feeds replaced by "Veguva" No. 2 and one "Veguva" No. 1 feed replaced by semi-solid food.
,, 8th ,,	—	—	—	Three feeds of "Veguva" No. 2 and two feeds of semi-solid food.
,, 9th ,,	—	—	—	Two feeds of "Veguva" No. 2 and three feeds of semi-solid food.

Begin to add "Veguva" No. 2 to the infant's diet during the fourth month. One or more bottles of "Veguva" No. 1 per day are replaced by "Veguva" No. 2 until the end of the fourth month the infant is receiving three bottles of "Veguva" No. 2 per day.

Protects against Infantile Diseases

Veguva

BRAND

"Veguva" No. 2 is prepared by a special process from fresh vegetables and fruit. For use it is mixed with the milk feeds. Baby digests "Veguva" No. 2 easily because of its special preparation. All the nutritive elements of milk *plus* the valuable protective properties of vegetables and fruit are contained in a feed of "Veguva" No. 2.

Begin to add "Veguva" No. 2 to the infant's diet during the fourth month. One or more bottles of "Veguva" No. 1 per day are replaced by "Veguva" No. 2 until at the end of the fourth month the infant is receiving three bottles of "Veguva" No. 2 per day. When first commencing "Veguva" No. 2 feeding, whatever the age of the infant, give small amounts ($\frac{1}{2}$ teaspoonful per day divided between two feeds) for the first few days and gradually increase to two teaspoonfuls per bottle over a period of 10 days.

Directions for use:—Measure out the required quantity of milk and to this add the required quantity of hot boiled water. Place the "Veguva" No. 2 in a small basin, add $\frac{1}{2}$ tablespoon of the milk and water mixture and mix into a smooth paste. Gradually add the rest of the mixture, stirring all the time. Bring quickly to the boil in a small pan and stir vigorously. Remove from source of heat at first sign of boiling. Pour into feeding bottle when sufficiently cooled.

Builds Straight Limbs and Sturdy Bodies

No 2

Quantities given at various ages

Age	Amount per bottle. Heaped Tea-spoonfuls.	Liquid Tablespoonfuls.	Bottles per day "Veguva" No. 2	Other Feeds.
During 4th month	2	6½ milk and 6½ water	3	Two feeds of "Veguva" No. 1.
,, 5th ,,	2	9 milk and 4 water	3	Two feeds of "Veguva" No. 1.
,, 6th ,,	2	9 milk and 4 water	3	Two feeds of "Veguva" No. 1.
,, 7th ,,	3	9 milk and 4 water	3	One feed of "Veguva" No. 1 and one feed of semi-solid food.
,, 8th ,,	3	9½ milk and 4½ water	3	Two feeds of semi-solid food.
,, 9th ,,	3	9½ milk and 4½ water	2	Three feeds of semi-solid food.

After weaning "Veguva" No. 2 should be added to all cereals, milk-dishes, etc. Give ½ teaspoonful once a day at first and slowly increase the amount as desired up to 2 teaspoonfuls given two or three times a day.

The Modern Outlook in Baby Feeding

OVALTINE *Rusks*

'Ovaltine' Rusks are made from the purest wheaten flour. A proportion of 'Ovaltine' is added to increase their nutritive value and digestibility. At teething time they bring the teeth easily and comfortably through the gums, and promote the correct formation of the mouth. They are also a valuable addition to the dietary of children and invalids.

CRISTOLAX

'Cristolax' is a nutritive laxative with a delicious sugar-candy flavour. It is gentle in action, never causing the slightest discomfort, and is ideal for babies, invalids and the aged. 'Cristolax' combines the recognised lubricating power of pure liquid paraffin with the digestive and nutritive properties of "Wander" Malt Extract. Prepared in a dainty crystalline form, 'Cristolax' dissolves readily in milk.

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